

Case - Web Analytics strategy

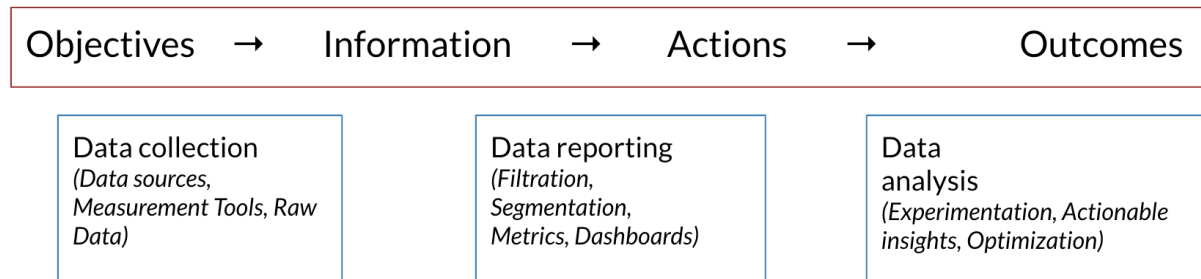
Watch the video interview

<https://youtu.be/czs-kxLiUww>

Emilie Couton, Vice President, Digital Marketing, the Asia Pacific at AccorHotels explains how integrating content creation, curation, and dissemination skills into business operations is a must to meet the challenges brought by e-disruptions.



Discuss the example following the framework for the Web Analytics strategy



Fill in the table.

Objectives	What are the company's objectives?	
Data collection	How do they collect data (which data sources do they use? What are the challenges related to the Measurement Tools?)	
Information	Which information data collection provides to the company?	
Data reporting/ understanding	What are the KPIs important for the company? What is the role of the KPIs in the company's culture? How does the company filtrate the important content from the wide scope of available?	
Actions/ Implementation	How does the company implement the KPIs? What does the company do with the filtered content?	
Data analysis/optimising	How does the company implement filtered content in digital marketing strategy for optimization?	
Outcomes	What are the outcomes for the company's performance?	